LEO BURNETT COMPANY, *Inc.*
Ad No. 2826—Prime—Req. No. 8409G—Page, 4/C, Bleed—8½" x 11⅛"—Dell Modern Group, August, 1972 (A)
Printed in U.S.A.

Come to where the flavor is.

Come to Marlboro Country.

Kings: 19 mg "tar" 1.3 mg. nicotine—100's: 20 mg "tar" 1.4 mg. nicotine av. per cigarette, FTC Report Apr. '72

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